



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Smith, Tom/R/SEN/PA (15776)  
SRCP - Stevens Reed Curcio & Potho(2056)  
VONDERHEID,BETSY  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/T SMITH/R/SEN/PA (133988)  
National/Political  
179/06256901

Invoice 622989  
Inv Date 8/26/2012  
Terms Net 30  
Contract 324607  
Bill Type Standard  
Period 7/30/2012 - 8/26/2012

SRCP - Stevens Reed Curcio & Potholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

TOM SMITH FOR SENATE  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 8/27/2012 4:54:51PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:	<b>OLY 10a-5p/1</b>							
	Sports-Oly 10:00:04AM-2012 Oly	Per week (2),Tu,We,Th,Fr		08/01/12 4:41PM (We)	00:30	2012 Olympic Summer Games - Daytime	TS12TV08H	\$800.00	
	Sports-Oly 10:00:04AM-2012 Oly	Per week (2),Tu,We,Th,Fr		08/02/12 11:15AM (Th)	00:30	2012 Olympic Summer Games - Daytime	TS12TV08H	\$800.00	
2.0	Contract Line Remarks:	<b>OLY LATE NEWS/12M-1235A/2</b>							
	Sports-Oly 12:00:04AM-Channel	Per week (1),Tu,We,Th,Fr		08/01/12 12:35AM (We)	00:30	Channel 11 News Following Olympics	TS12TV08H	\$2000.00	
3.0	Contract Line Remarks:	<b>NEWS 5-6P/3</b>							
	Spot 4:58:59PM-CHANNE	Per week (2),Tu,We,Th,Fr		08/01/12 5:13PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV08H	\$800.00	
	Spot 4:58:59PM-CHANNE	Per week (2),Tu,We,Th,Fr		08/02/12 5:38PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV08H	\$800.00	
4.1	Contract Line Remarks:	<b>NEWS 6-630P/4</b>							
	Spot 5:58:34PM-Channel	Day,Tu-1,W-1,Th-1,F-1		07/31/12 6:28PM (Tu)	00:30	Channel 11 News At 6pm M-F	TS12TV08H	\$800.00	
	Spot 5:58:34PM-Channel	Day,Tu-1,W-1,Th-1,F-1		08/01/12 6:11PM (We)	00:30	Channel 11 News At 6pm M-F	TS12TV08H	\$800.00	
	Spot 5:58:34PM-Channel	Day,Tu-1,W-1,Th-1,F-1		08/02/12 6:28PM (Th)	00:30	Channel 11 News At 6pm M-F	TS12TV08H	\$800.00	
	Spot 5:58:34PM-Channel	Day,Tu-1,W-1,Th-1,F-1		08/03/12 6:22PM (Fr)	00:30	Channel 11 News At 6pm M-F	TS12TV08H	\$800.00	
5.1	Contract Line Remarks:	<b>TODAY 6-9A/5</b>							
	Spot 7:00:04AM-Today Sh	Day,Tu-1,W-1,Th-1,F-1		07/31/12 7:30AM (Tu)	00:30	Today Show	TS12TV08H	\$600.00	
	Spot 7:00:04AM-Today Sh	Day,Tu-1,W-1,Th-1,F-1		08/01/12 8:57AM (We)	00:30	Today Show	TS12TV08H	\$600.00	
	Spot 7:00:04AM-Today Sh	Day,Tu-1,W-1,Th-1,F-1		08/02/12 7:29AM (Th)	00:30	Today Show	TS12TV08H	\$600.00	
	Spot 7:00:04AM-Today Sh	Day,Tu-1,W-1,Th-1,F-1		08/03/12 8:59AM (Fr)	00:30	Today Show	TS12TV08H	\$600.00	
6.1	Sports-Oly			08/06/12		1 preempt @ \$7500.00		\$0.00	Pre-empt
7.0	Contract Line Remarks:	<b>NEWS 6-630P/7</b>							
	Spot 5:58:34PM-Channel	Day,M-1		08/06/12 6:09PM (Mo)	00:30	Channel 11 News At 6pm M-F	TS12TV08H	\$800.00	
8.0	Contract Line Remarks:	<b>TODAY 6-9A/8</b>							
	Spot 7:00:04AM-Today Sh	Day,M-1		08/05/12 7:24AM (Mo)	00:30	Today Show	TS12TV08H	\$600.00	
9.0	Contract Line Remarks:	<b>OLYMPICS 8P-12A/10</b>							
	Sports-Oly 7:57:49PM-2012 Oly	Day,F-1		08/03/12 10:48PM (Fr)	00:30	2012 Olympic Summer Games - Primetime	TS12TV08H	\$7500.00	M/G For 6.1.1

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$19,700.00	Total Spots	16
Commission	(\$2,955.00)		
Net Total	\$16,745.00		